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Bni contact sphere worksheet

A contact sphere is a group of business professionals who have a symbiotic relationship. They are compatible, non-competitive professions. Contact spheres are a wide list of professions that could work well with you. While your Power Team is just the one you're actively working with. That's why the power team working on this symbiotic relationship originated in the contact sphere. My favorite example of a contact atmosphere is the caterer, the florist, the photographer, the videographer, hairdresser, makeup artist, and the travel agent. I call this the wedding mafia! If one gets a reference to a wedding, then they all get a reference to the wedding. These professions, more than most, have really learned how to work their contact sphere. A contact sphere can be a stable source of leads. Each has customers who can benefit from the services of the others. This is why a wedding often turns out to be, on the side, a business networking and referral-gathering activity. To get the most out of your contact sphere: identify as many professions as possible that fit within your company's contact sphere. Take a look at which professions your industry tends to work with to get an idea of repetitive and mutual referrals. Make a list of these professions. Identify specific people who might fit into your contact sphere. Go to different network groups and see your business card file and database. Invite these people to join network groups with you, so you can formalize your relationship and find a way to stay in touch regularly. Maintaining a relationship is the key. A good way to do that is to participate in groups that you put together on a regular basis. Evaluate the professionals in your contact sphere that you are currently referring to. If they are not reciprocal, you have the wrong profession or the wrong person. Fill the place with someone who is willing to reciprocate. While developing a solid contact sphere will greatly enhance your business, remember that it alone is not enough. Because contact spheres are made up of small groups, you are unlikely to be exposed to a large number of people. Therefore, work on developing your total network of contacts at the same time that you develop your contact sphere. Good luck. Contact spheres are a great way to start building your professional network. How do you increase the number of referrals your network contacts help you pass on? One way, of course, is to educate your contacts on how to get the best referrals for you. Another easy way to increase your number of referrals is to create relationships with people who, based on their profession, are most likely to make quality referrals to you. These ideal referral partners are divided into two groups: Contact Spheres and Power Teams. The difference between the two is small, but impactful. Your contact sphere of contact all possible professions you work with, while your Power Team is the group you've actually worked with. Often these groups will consist of professions that work together symbiotically and are naturally inclined to refer things to each other. Think somewhat related, but uncompetitive, companies. To build your Power Team, you want to take some time and map out your ideal Contact Sphere. What professions could you work with if you only knew someone who worked in that field? Once you've built your Power Team, your work isn't done yet. You should always be looking for ways to pass on a reference to your Power Team. Over time, you develop trust and your Power Team partners pass on significantly more referrals to you. Moreover, one thing I've seen work well for Power Teams is a weekly meeting, or at a minimum every other week. These meetings should take place outside of your regular networking events and should be smaller, more intimate meetings with your Power Team. In order for your meetings to run smoothly, you need a chairman to lead the discussion. Each member of the Power Team should discuss their ideal reference, and perhaps spend some time brainstorming places to find these references. As a group, you can also discuss potential other professions that would fit well into your Power Team. Common mistakes I've seen with Power Teams are: Confusing for Contact Spheres. Contact Spheres are a broad list of professions that work well with you, while your Power Team is just the one you're actively working with. Don't devote time to them. Only forming a Power Team will not build up references for you. As with any other relationship, you need to build trust, learn the wishes and needs of the other members of the team, and find the best ways to help everyone in the group achieve their business goals. Not building the right team. If you have someone on your Power Team who doesn't make referrals to you, whether that's because they're letting you do your shifts in the house or any other reason, they shouldn't be on your Power Team. While you may not avoid them in your network group, you are working with someone outside your group. There is nothing wrong with having multiple networks. A week ago today, I outlined a brief description of each of the first four of the eight reference sources. I encouraged blog readers to take action over the past week in developing at least two of those referral sources and promised to explain the last four referral sources this week. * Remember, the more you learn about each referral source, the more reference sources you will develop; the more referral sources you develop, the more referrals you get and how your business will grow! The eight sources of reference: sources #5 — #8-personnel, except except for no one understands better than employees how your products or services perform. Not only is sales and marketing staff-generating sales what they were hired to do, but part-time or full-time employees in administration, production and other roles give your business a boost when they talk to friends, neighbors, employees, and people they meet in their daily lives. Keep them happy; a disgruntled employee can do a lot of harm to your company. Don't forget former employees. Working for your business will always be a part of their history, and often part of their conversation with prospects as well. People you've referred to you are more likely to get a referral from someone you've referred to. The more you give, the more you get. Anyone who has given you referrals People who make you referrals for business or others directly to you for networking or advice are showing that they think highly of you and what you do. If they didn't, they'd refer people elsewhere. Strengthen and nurture these potential referral sources; Don't take them for granted. Show your appreciation with personal gestures and by referring prospects to them. Call on them for further referrals, but do not take advantage of their generosity. Maintain the business standards that earned you their respect. Other members of Business Referral Groups Referral groups are set up by their members mainly to exchange leads and referrals. A typical weekly meeting of such a group includes time devoted exclusively to networking and referring matters. If you're a member, you've signed up for this: access to potential new customers. To encourage communication and limit potential competition conflicts, business referral groups often limit membership to one person per profession or specialty. Between last Monday's blog and today's blog, you now need an understanding of the eight reference sources and there is no better time than now to start developing them for more referrals! If you accepted last week's challenge of developing at least two of the first four referral sources, I would love to hear about what sources you chose to focus on and what your experience was. Now the question is, which of these next four sources are you going to work on developing the next one? Leave your thoughts in the comments section. Last week I posted a video blog with Referral Institute Trainer Cheryl Hansen talking about the ability to significantly increase the number of referrals you receive by developing more than just one of the eight referral sources. The fact is, the more you learn about each referral source, the more reference sources you will The more referral sources you develop, the more referrals you get and the more your business will grow! Since last video blog, I have received requests via social media to explain each of the eight sources in a little more detail, so today I am posting a brief description of the first four sources below and (for the sake of space) next week I will post information on the last four sources. The eight reference sources: Sources #1 – #4 people in your contact sphere A group of companies/professions that complement, rather than compete with, your business. A Contact Sphere can be a regular source of leads. It's almost certain: if you put a caterer, a florist, an entertainer, a printer, a meeting planner and a photographer in the same room for an hour, you couldn't stop them from doing business. Each has customers who can benefit from the services of the others. This is why a wedding often turns out to be, on the side, a business networking and referral-gathering activity. Satisfied customers One of your best sources of referral is satisfied customers. After firsthand experience with your products or services, they are true believers and can communicate convincing testimonials. Stay informed about these customers; they are your fans, your best promoters, and they can be very effective in helping others decide to do business with you. Of course, a disgruntled customer is equally effective in turning prospects away from you. People whose business benefits are yours Of the eight types of people in your referral network, no one stands to gain more than those who get more business if you have more business: business suppliers and suppliers, for example. If you sell workbooks, the printer that prints them for you benefits. A related business near you can take advantage of your customers- for example, a health-food restaurant located next to your family fitness center. In these circumstances, it is clearly in the self-interest of the other companies to give you referrals. Others you do business with May have nothing to do with dentistry or hairstyling or cars, but every day you do business with dentists, hairdressers and car mechanics. By contributing to the success of their business, you get their goodwill; to keep you as a customer, they tend to help you secure your own customers. If you have been using their services for some time, these suppliers probably know what you are doing and that you are a trustworthy, trustworthy person. Sometimes this is all the recommendation a potential customer needs. Now that you know more about the first four referral sources, why not start developing them now? Reach out and make contact with a person of at least two (or all four if you're really motivated!) from these various referral sources this week and make sure you come back next week to learn about the four of the eight reference sources. Sources. Sources.